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Way finding signs

4 messages

Tony Arranaga <tony.arranaga@lacity.org>
To: Rich@hollywoodbid.org
Cc: Daniel Halden <Daniel.Halden@lacity.org>

Thu, Jan 3, 2019 at 5:46 PM

Hi Rich!

Ch 35 wants to do a story on the way finding signs. I'd like to share more info with the reporter... any chance you have a summary of the project?

Tony Arranaga
Communications Director
Office of Councilmember Mitch O'Farrell
213-258-9533

Rich Sarian <Rich@hollywoodbid.org>
To: Tony Arranaga <tony.arranaga@lacity.org>
Cc: Daniel Halden <Daniel.Halden@lacity.org>, Devin Strecker <Devin@hollywoodbid.org>

Thu, Jan 3, 2019 at 6:05 PM

Hi Tony!

I am looping you in with Devin, my colleague, who is our media extraordinaire and the one that can answer that question!

Thank you and hope you had a great holidays!
Rich
[Quoted text hidden]

Tony Arranaga <tony.arranaga@lacity.org>
To: Rich Sarian <Rich@hollywoodbid.org>
Cc: Daniel Halden <Daniel.Halden@lacity.org>, Devin Strecker <Devin@hollywoodbid.org>

Fri, Jan 4, 2019 at 2:47 PM

Thanks! Even just a few quick billet points on why we installed them, what info is on the signs, where (general area), who collaborated on the effort..
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Fri, Jan 4, 2019 at 3:06 PM

Here you go:

- Hollywood is one of the premier travel destinations in the world, and it just got even more welcoming! The Hollywood Entertainment District is pleased to be part of the cooperative effort to bring new signage to the neighborhood to enrich the visitor experience.
- The first wave of signs are already making it easier for pedestrians to find their way around the Hollywood, with directions to local attractions, public transportation and other areas of interest in the Entertainment Capital of the World.
- Future phases of the Hollywood Wayfinding Signage Project will see map kiosks, wayfinding signage directed towards vehicles, and new electronic variable message signs.
- The design of the new signs hearken back to the Art Deco era of Hollywood, with a modern touch.
- The project has been a cooperative effort of the Hollywood Entertainment District business improvement district, the Hollywood Chamber of Commerce, Councilmember Mitch O'Farrell, the Hollywood Historic Trust, LADOT, and the County of Los Angeles.
- The Hollywood Entertainment District is a business improvement district (BID) that works to help deliver a vibrant experience in the entertainment capital of the world. Funded by local property owners, the BID supports beautification, street cleaning, security services and homeless outreach in Hollywood. Learn more about Hollywood at www.OnlyInHollywood.org.

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